

2SMS ENTERPRISE TEXT MESSAGING - 2 WAY SMS

Wireless applications that provide computer-to-mobile-phone text messaging for business.

A significant portion of today's workforce works outside the traditional office, which means employees are spending considerable time away from their desks. Companies have to adapt their communication systems and work processes to support their increasingly mobile workforces. For that reason, a growing number of workers have mobile phones that they use to keep in touch with their offices, ensuring that they stay connected and current with business operations.

2sms, a developer of enterprise messaging solutions, offers a text messaging solution that helps your workers, onsite and offsite, remain connected and in touch with your company's day-to-day operations. 2sms text messaging allows you to send text messages to multiple employees via their mobile phones or devices. Having 2sms text messaging in place helps keep your business connected to your mobile workers, ensuring that critical time sensitive messages can be acted upon quickly and efficiently.

Why 2-Way Messaging.

In today's ever increasing mobile business environment, it is imperative that organizations obtain business information from employees, vendors and customers at lightning speed. It is impossible to gather information via eMail or via phone call from a large group in a timely manner using these traditional communication methods. 2SMS 2-way Messaging can gain you a competitive edge by allowing you to collect and forward information with speed and with minimal resources.

2-Way SMS Communication Features:

- **Shortcode**
 - Ability to have 2-way communication using SMS with privately owned "From" code
 - Able to customized the 5 or 6 digit unique code. (i.e. personal vanity license plates)
 - All reply messages can be routed back to your computer, email or text message
 - Optional complex rules based message routing available, such as trigger messaging
 - Optional subscriber registration site
 - No Spam-2sms follows cellular carrier's guidelines
- **Key Word**
 - Ability to have 2-way communication using predefined key words on a shared short code '35842' or '62346' - "From"
 - Register 2-3 letters to identify 2-way customer (i.e., ABC Company = ABC)
 - Reply message MUST be tagged first with the customer's Key Word (i.e., ABC incident report building 3)
 - All reply messages can be routed back to your computer, email or text message

Use of 2-way:

- **Financial** vertical - On demand alert; transaction, balance, status, etc.
- **Retail** vertical - On demand marketing alerts; coupons, promotions, product information, etc.
- **Real Estate** vertical - On demand alerts; property information, directions, etc.
- **Distribution** vertical - On demand inventory information alerts
- **Transportation/Manufacturing/Service** vertical - Field force management alerts
- **Media** vertical - Contest/Voting/Polling alerts
- **Healthcare** vertical - Appointment alerts, confirmation, wellness notification, etc.
- **Pharmaceutical** vertical - Time sensitive alerts; Drug trials, inventory, marketing, etc.

"Unilever has used the 2sms offering for 3 years and the service has been extremely reliable. We have employed the SMS service on 5 of our intranet sites connected to our Active Directory. We used the XML services (<http://schema.2sms.com>) to integrate text messaging into our employee portal. This allows users to easily send messages across Europe whilst on the move. Currently its greatest use is for confirming travel arrangements and last minute meeting changes. At this sort of cost we expect our usage to grow over the next year. The feedback from users has been extremely favorable."

-Unilever-

"We rely on the service to deliver system initial notifications and regular progress updates of major system outages to senior account managers and other interested parties. We also use the system to alert and then confirm when the issues are resolved. We can use SMS as well as email within the same 2sms software. I can see from three desks away when the message status has gone from yellow (pending) to green (successfully delivered)."

-EDS-

2SMS ENTERPRISE TEXT MESSAGING - 2-WAY SMS

Benefits:

- 2-way messaging increase organization's productivity and revenue by effectively streamlining communication between employees, vendors and customers.
- Ability to send text messages from your computer to mobile devices and vice versa
 - 2sms solutions easily integrate into existing IT software and applications, reducing deployment costs, saving time, and delivering instant ROI.
- Centralized message reports
 - View the status of all sent messages, destination numbers, content, and data sent and received, using 2sms software, the 2sms Web site, your own applications, and many additional methods.

2sms text messaging uses standards-based security protocols, and works with multiple applications and devices.

Technical Specifications

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|---------------------------------|--|
| Standards-based security | <ul style="list-style-type: none"> • ISO 27001 (Information Security) Certification • VeriSign-Secured • TRUSTe Licensed privacy statement |
| Desktops | <ul style="list-style-type: none"> • Web site • Windows® • Macintosh® • Linux® • Java™ (platform-independent) • Command line |
| Enterprise Features | <ul style="list-style-type: none"> • Account Management suite includes master/subaccount • Access Control • Usage Control • Audit Trails • Address book management (group distribution lists) |
| Mobile devices | <ul style="list-style-type: none"> • Windows Mobile® • BlackBerry® • Palm OS® • Third-party PDAs • Java Midlet |
| Software add-ons | <ul style="list-style-type: none"> • Microsoft Office 97/2000 • Microsoft Office Outlook® XP/2003 • Microsoft Office Excel® XP/2003/2007 • IBM® Lotus Notes® • Filemaker |
| Databases | <ul style="list-style-type: none"> • Microsoft SQL Server 2000/2005 • ODBC/OLE DB databases • Sybase • Oracle • DB2 • LDAP directories |
| Portal Technologies | <ul style="list-style-type: none"> • Microsoft SharePoint® • IBM Websphere® • BEA Weblogic® • Salesforce.com® • Oracle • SAP • JSR-168 |
| Messaging technologies | <ul style="list-style-type: none"> • SMPP (Short Message Peer-to-Peer Protocol) • SNPP (Simple Network Paging Protocol) |
| Development tools | <ul style="list-style-type: none"> • Code Samples • XML • Web services • Support Forum |



"We wanted a way to send text messages other than through email. With 2sms system we are able to use SNPP. Their solution is extremely easy to use and allows us to incorporate it with our internal paging system. The use of the shortcodes was confusing at first, but 2sms took time to work with us to explain how things worked. Once we understood how it works it couldn't be much easier and what's more important reliable service to use. 2sms takes the complexity out and gave us simple steps to get the job done."

-OSU Medical Center-

"We needed a simple to use and reliable service. We have service level agreements that we comply with and timely communication is key to that. We wanted to eliminate managers calling up the RST (Rolling Stock Technicians) for service information and distracting them from their role. 2sms understood our need for 100% reliability at two key times (07:00 and 17:00 hours) every day, when our service alerts are sent out."

-Alstom Transport-

For more information, contact our representatives at 877.276.7266 or eMail us at support-us@2sms.com

